

ORDER



WAVY

Orders
Order / Rev: 198391
Alt Order #: 06841633
Product Desc: 8/22-8/27 AMER. FOR PROSPERITY
Estimate: 304
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Americans For Prosperity
Demographic: A50+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN15077/IN15162/SP9358
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	23	\$19,800.00	\$16,830.00
08/27/12	08/27/12	6	\$6,200.00	\$5,270.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$19,800.00	\$16,830.00	0.00
September 2012	6	\$6,200.00	\$5,270.00	0.00
Totals	29	\$26,000.00	\$22,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	35%	\$26,000.00
Market	100%	\$74,285.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$16,342.86
WTVZ	0%	\$0.00
WVBT	5%	\$3,714.29
WVEC	38%	\$28,228.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/22/12	08/24/12	Today Show M-F	CM	7a-9a	--WTF--	:30	3	\$1,800.00	P1	0.00	NM	3	\$5,400.00
TODAY SHOW Today Show M-F Start Date: 08/20/12, End Date: 08/26/12, Weekdays: --WTF-- Spots/Week: 3, Rate: \$1,800.00, Rating: 0.00															
E 2	WAVY	08/22/12	08/24/12		CM	11a-12p	--WTF--	:30	3	\$150.00	P3	0.00	NM	3	\$450.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
HAMPTON ROADS SHOW Hampton Roads Show														
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -- WTF-- 3 \$150.00 0.00														
E 3	WAVY	08/22/12	08/24/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p -- WTF--	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -- WTF-- 3 \$250.00 0.00														
E 4	WAVY	08/22/12	08/24/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p -- WTF--	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00
6PM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -- WTF-- 2 \$1,800.00 0.00														
E 5	WAVY	08/22/12	08/24/12	LN M-F M-F News 10 @ 11	CM	11p-1130p -- WTF--	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00
LATE NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -- WTF-- 2 \$1,800.00 0.00														
E 6	WAVY	08/22/12	08/24/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a -- WTF--	:30	3	\$400.00	P2	0.00	NM	3	\$1,200.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 -- WTF-- 3 \$400.00 0.00														
E 7	WAVY	08/25/12	08/25/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a - - - - - S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
SATURDAY AM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - - - - - S- 1 \$800.00 0.00														
E 8	WAVY	08/25/12	08/25/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p - - - - - S-	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
SATURDAY 6PM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - - - - - S- 2 \$500.00 0.00														
E 9	WAVY	08/25/12	08/25/12	Sa 7-8p Sa 7-8p	CM	7p-8p - - - - - S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ENTERTAINMENT THIS WEEK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - - - - - S- 1 \$300.00 0.00														
E 10	WAVY	08/26/12	08/26/12	WAVY News 10 Sunday WAVY News 10 Sunday 7a	GM	7a-8a - - - - - S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
SUNDAY AM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - - - - - S 1 \$800.00 0.00														
E 11	WAVY	08/26/12	08/26/12	Meet the Press Meet the Press	CM	9a-10a - - - - - S	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
MEET THE PRESS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - - - - - S 1 \$1,500.00 0.00														
E 12	WAVY	08/26/12	08/26/12	Madden NFL Pigskins Pro Madden NFL Pigskins Pro	CM	Madden NFL Pigsk- - - - - S	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
DATELINE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/12 08/26/12 - - - - - S 1 \$400.00 0.00														
E 13	WAVY	08/27/12	08/27/12	Today Show M-F Today Show M-F	CM	7a-9a M- - - - -	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/27/12 09/02/12 M- - - - - 1 \$1,800.00 0.00														
E 14	WAVY	08/27/12	08/27/12		CM	11a-12p M- - - - -	:30	1	\$150.00	P3	0.00	NM	1	\$150.00

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				Hampton Roads Show										
				Hampton Roads Show										
HAMPTON ROADS SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$150.00		0.00			
E 15	WAVY	08/27/12	08/27/12	WAVY News 10 @ Noon	CM	12p-1p M-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
				News 10 @ Noon										
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$250.00		0.00			
E 16	WAVY	08/27/12	08/27/12	WAVY News 10 @6p	CM	6p-630p M-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
				News 10 @6p										
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$1,800.00		0.00			
E 17	WAVY	08/27/12	08/27/12	LN M-F	CM	11p-1130p M-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
				M-F News 10 @11										
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$1,800.00		0.00			
E 18	WAVY	08/27/12	08/27/12	Tonight Show/Jay Leno	CM	1134p-1237a M-----	:30	1	\$400.00	P2	0.00	NM	1	\$400.00
				Tonight Show w/Leno										
TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1			\$400.00		0.00			
												Totals	29	\$26,000.00